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# 3

91598



915980



NEW ZEALAND QUALIFICATIONS AUTHORITY  
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Tick this box if  
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## Level 3 Social Studies 2020

### 91598 Demonstrate understanding of how ideologies shape society

9.30 a.m. Monday 30 November 2020  
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how ideologies shape society.	Demonstrate in-depth understanding of how ideologies shape society.	Demonstrate comprehensive understanding of how ideologies shape society.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

**You should attempt the task in this booklet.**

Pull out Resource Booklet 91598R from the centre of this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–12 in the correct order and that none of these pages is blank.

**YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.**

**High Excellence**

**TOTAL**

**08**

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**INSTRUCTIONS**

Read **Resource Booklet 91598R** and use **relevant social studies concepts** and **specific evidence/examples** from the resources to respond to the task below. You may also use your own knowledge to support your response.

You should respond to the task in essay form or in a series of paragraphs. Your response should be concise and well argued.

Space for planning is provided on page 3. Begin your response on page 4.

**TASK: HOW IDEOLOGIES HAVE INFLUENCED TECHNOLOGY IN SOCIETY**

Explain *how and/or why* TWO ideologies have influenced technology in society.

Which ideology has had the greatest influence on technology and why?

In your response, you should include:

- the points of view, values and perspectives of the different individuals/groups involved
- at least ONE social process from the resources.

## PLANNING

Intro

• Paragraph 1:  
ideology

Paragraph 2: PA  
~~Social Processes~~

Paragraph 3  
~~PA~~ Social processes

Paragraph 4  
Change

Repeat x1

analysis

conclusion

You should aim to write a concise response of no more than 5–6 pages. The quality of your writing is more important than the length of your response.

Remember: You must use **relevant social studies concepts** and **specific evidence/examples** from the resources in your response.

Begin your response here:

Technology contributes to a significant portion of how humans communicate - on a daily basis. Advances in Technology have <sup>and healthcare</sup> beneficial advantages such as for education as well as negative disadvantages such as becoming a pathway for decreased ~~than~~ face-to-face communication and privacy loss. Thus, technology has influences which shape human lifestyles in the modern world.

A major ideology that has shaped how privacy is handled through using technology is Authoritarianism. This ideology is defined as strict obedience ~~to~~ of citizens to authority (i.e. police, government) by enforcement, advocacy or punishments and at the expense of individuals' <sup>(usually authority figures)</sup> personal freedoms. Authoritarianism is held by people who wish to ~~to~~ keep ~~strong~~ invasive surveillance on a population and deal harsh or sometimes sadistic punishments for those who choose to disobey and/or rebel against such authoritative measures. Often, these individuals value having unrestricted access to people's data, including their whereabouts and sensitive information, so that they may

use it for their own gain or hold it against ~~so~~ the person. Key individuals who hold and are influenced by the ideology of Authoritarianism are those in a position of power and therefore authority over a larger group of people, such as law enforcement personnel and government figures. Business owners may also hold an authoritarianism ideology, usually to a lesser extent, ~~so~~ as to track their customers patterns and attract potential new customers to boost their sales.

Edin Omanovic, the advocacy director at 'Privacy International', has a point of view about surveillance cameras ~~and~~ <sup>and expanded</sup> data collection - an initiative introduced by authority figures, especially in Major cities such as in the United States and the United Kingdom. He thinks <sup>societies</sup> ~~societies~~ that these measures threaten free ~~societies~~. He said, "The obvious risk is that this only really benefits city authorities and the big tech companies, who sell the solutions, rather than the actual people they are purporting to help." Omanovic said this because he believes that to maintain human privacy, authorities should permanently ban live facial recognition systems as soon as possible. He values

maintainance of people's privacy, ~~and~~ including data privacy. Omanovic's views and perspectives have been shaped by his ideologies against strict authoritarianism, as ~~he~~ <sup>and advocating for</sup> directly involved with upholding the privacy of citizens. Edin Omanovic practiced his responsibilities by identifying and publicly exposing the issues of authority surveillance as a director of privacy activation and he practiced his rights by ~~it~~ calling for a permanent ban on facial recognition cameras in public. //

A social process as a result of authoritarianism is surveillance. <sup>through evolving community practices</sup> Surveillance is the process by which people are watched, generally through digital means such as cameras, data collection or tracking. CCTV cameras, one form of surveillance <sup>are</sup> ~~can~~ commonly used by ~~shop~~ shopkeepers as to deter or detect criminals. However, due to technological advancements, surveillance can be upgraded to purposefully track and recognise ~~everyone~~ <sup>everyone</sup>. One example of this is facial recognition systems such as those in China. The system is able to scan and identify facial features of people on streets, effectively

generating a virtual map of the person's face. This allows police to easily find and capture suspects or known criminals by matching faces to a police database.

Chongqing is China's most densely populated city and <sup>advances</sup> surveillance as part of the Xue Liang scheme which ranks citizens based on trustworthiness and ~~it~~ either penalises or credits points as ~~asserted~~ to their crime history.

Significant

A change which was a consequence of authoritarianism was a subsequent call <sup>for</sup> bans when Western countries such as the United States and the United Kingdom decided to adopt a similar approach to China's surveillance. San Francisco became the first notable state to enforce bans. ~~as~~ One supervisor, Aaron Peskin argues that "We can have security without being a police state." Other U.S. city authorities and states <sup>have</sup> also since enforced bans on <sup>such</sup> facial surveillance. This change has sparked advocacy for more areas to ban this advanced system as much of society argue that such measures are unnecessary and violate international privacy standards.

A second major ideology which has further shaped technology usage is consumerism. This ideology is defined as goods being economically desirable when consumption is increased ~~to~~ through interested buyers. Consumerism is held by business owners and people who consume goods or services. When a product peaks the interest of buyers and becomes popular, there tends to be an increase in buyers so business owners may ~~specialise~~ monopolise off of their product and advertising can become more widespread. Key people who hold this ideology are those working for or for a business and consumers.

Urs Gasser, the executive director at Harvard's Berkman Klein Center for Internet and Society has a point of view about microchip implants and how this will affect ~~most~~ employees in business. He thinks that upgrading Sweden's technology has proven to be legally and ethically tenuous than previously expected. He said, "Are you a person being paid for your work, or are you the property of the company you work for?" He said this

because he believes that having a chip may work for daily Swedish life but questions its ability to thrive among mainstream employees. Gasser values the education and advancement of society in Sweden, through technology. His views and perspective have been shaped by his ideologies of consumerism. Urs Gasser practiced his responsibilities by discussing the benefits and disadvantages of microchipping in regards to consumerism and he practiced his rights by expressing his opinions on either matter.

A social process which occurs as a result of consumerism is a shift in business practice and demographic change. Osterlund is of the opinion that the construction of a chip is better than biometrics.

Microchips does not require a power source, so it can be easily activated near readers, such as payment systems meaning that organisation of cash flow ~~and~~ can be easily regulated and monitored in businesses and therefore may reduce internal issues. This is a business shift because business will no longer require credit cards to be utilised and physical cash will not

Extra space if required.  
Write the question number(s) if applicable.

QUESTION  
NUMBER

need to be handled. ⚡

A ~~change~~ significant change as a consequence of microchips relating to consumerism is the ability of chips to track. New concerns have become apparent after people's speculations about how this technology will interfere with a balanced work-life relationship. ~~Also~~ Ifeoma Ajunwa, a professor, says it is possible for intimate and close tracking meaning that the chip, since it's implanted under skin, will ~~it~~ forever "follow" a person wherever they go, causing more privacy and surveillance concerns. ⚡

In analysing these changes, there is the ability to identify the implications of <sup>the ideologies of</sup> ~~an~~ Authoritarianism and Consumerism. Authoritarianism is particularly concerning since surveillance can be conducted not only through public cameras but also through people's own homes, such as by using the internet.

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and mobile ~~services~~ <sup>publically</sup>. It does not seem to be <sup>publically</sup> widely apparent where individuals data is stored, ~~where~~ how far it travels, who it is spread too or for how long it is held for, or even how it is collected. This proves that authority figures appear to disregard citizens and their privacy rights. Consumerism and microchipping may make for a lazier population and although businesses have the potential for better control over their money input and output, it may make it harder for those who are not tech-savvy or do not wish to be microchipped to control their own ~~AS~~ finances and survive in a technologically advanced world. The acceptance rates of microchipping or facial recognition systems among society is heavily split.

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## Excellence Exemplar 2020

<b>Subject</b>	L3 Social Studies		<b>Standard</b>	91598	<b>Total score</b>	08
<b>Q</b>	<b>Grade score</b>	<b>Annotation</b>				
1	E8	<p>The candidate clearly and concisely:</p> <ul style="list-style-type: none"><li>• evaluates the extent that the relevant ideologies influence technology in society by comparing and contrasting them through positive and / or negative short- and long-term impacts, as well as economic, cultural and social impacts.</li><li>• provides an evaluative judgement of the extent to which the relevant ideologies had shaped society that includes making an assessment by providing evidence to justify that judgement.</li></ul>				